

MISSOURI DIVISION OF TOURISM

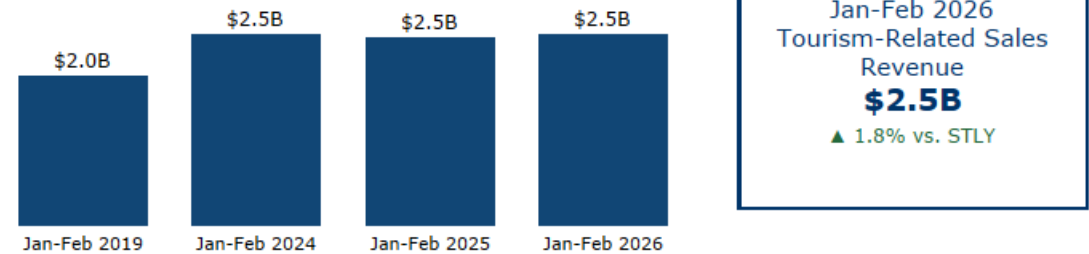
APRIL 2026 MISSOURI TRAVEL BAROMETER
(DATA AVAILABLE AS OF 5/11/2026)





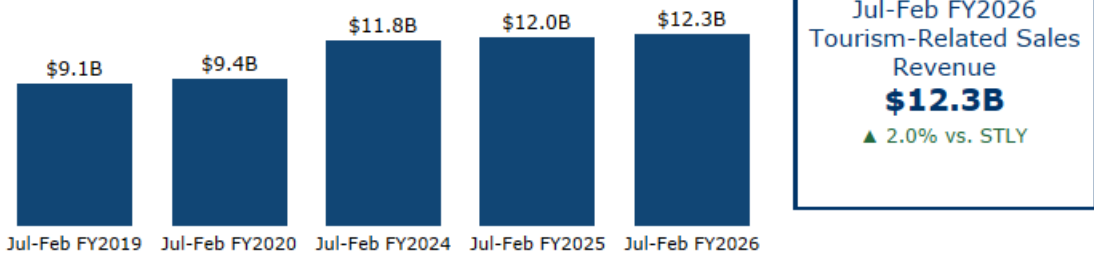
Calendar Year-to-Date

Tourism-Related Sales Revenue by Year
Calendar Year

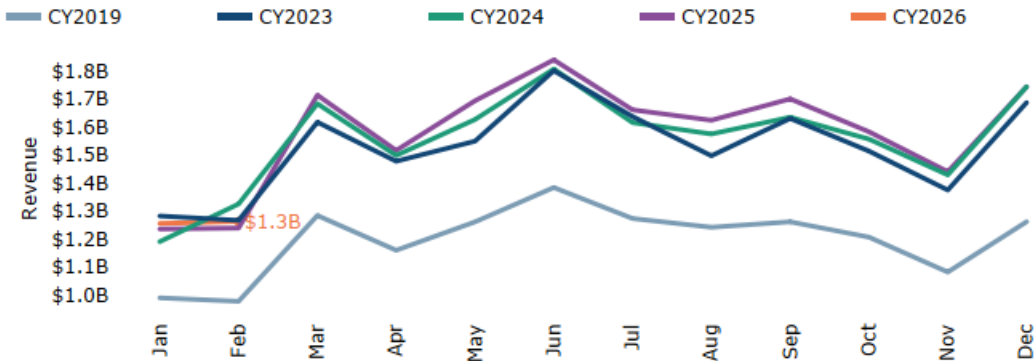


Fiscal Year-to-Date

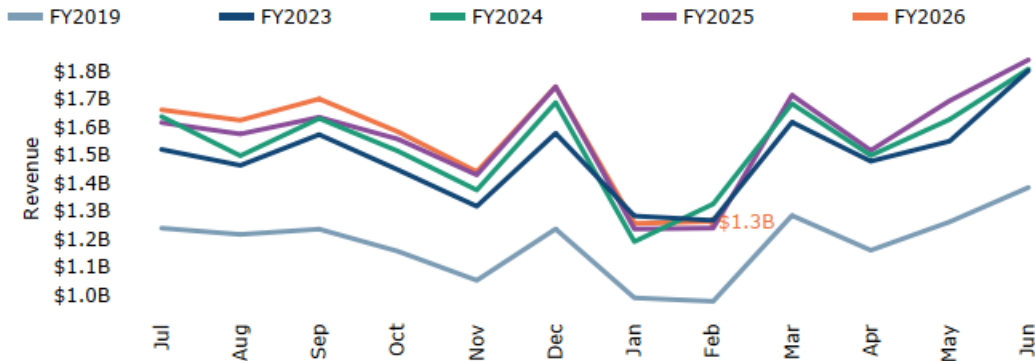
Tourism-Related Sales Revenue by Year
Fiscal Year



Tourism-Related Sales Revenue by Month
Calendar Year



Tourism-Related Sales Revenue by Month
Fiscal Year



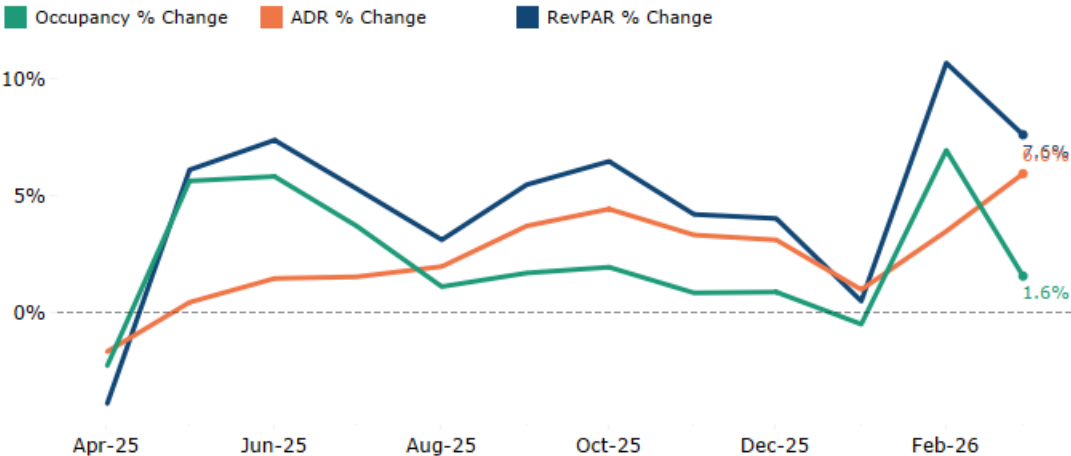
Note: NAICS codes fluctuate by month and by season even in a normal year
STLY = Same Time Last Year

	Occupancy	ADR	RevPAR	Supply	Demand	Revenue
Mar 2026	61.4%	\$128	\$79	3.3M	2.0M	\$260.9M
Change vs. Previous Year	▲ 1.6%	▲ 6.0%	▲ 7.6%	▼ 0.7%	▲ 0.8%	▲ 6.9%
Year-to-Date	50.9%	\$120	\$61	9.5M	4.8M	\$581.7M
Change vs. Previous Year	▲ 2.6%	▲ 4.0%	▲ 6.7%	▼ 0.9%	▲ 1.7%	▲ 5.7%

	Occupancy	ADR	RevPAR
Mar 2026	35.0%	\$234	\$82
Change vs. Previous Year	▼ 8.3%	▲ 1.3%	▼ 7.1%
Year-to-Date	23.9%	\$216	\$52
Change vs. Previous Year	▼ 10.3%	▲ 3.3%	▼ 7.3%

STR Monthly Lodging Trends

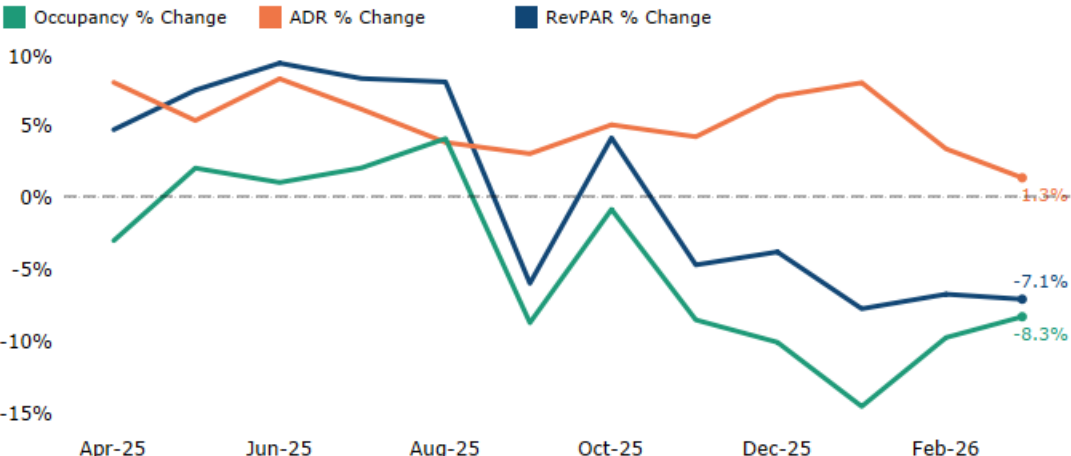
% Change from Previous Year



Source: STR
 Republication or other re-use of this data without express written permission of STR is strictly prohibited.

KeyData Short-Term Rental Monthly Lodging Trends

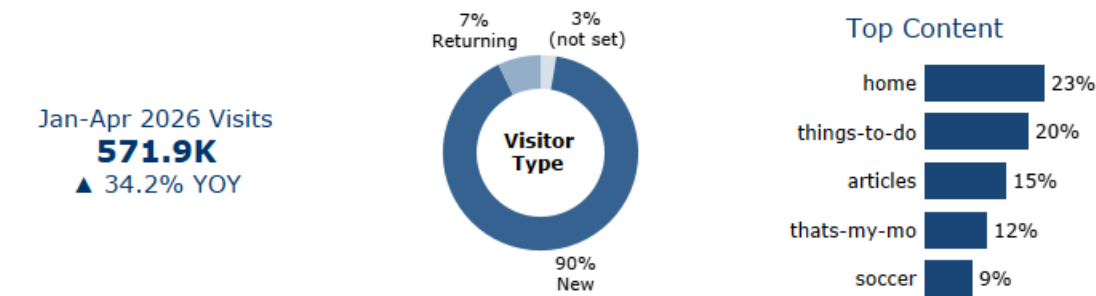
% Change from Previous Year



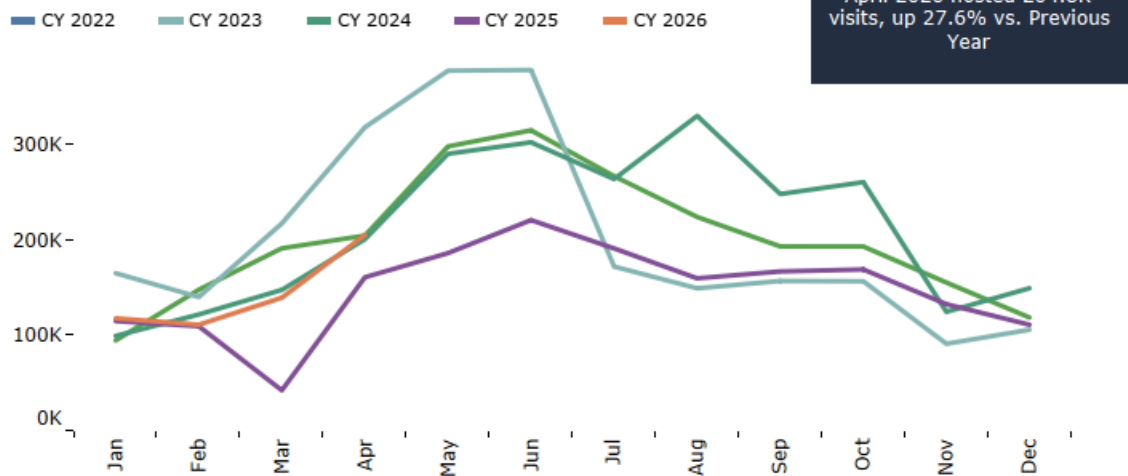
Source: KeyData
 KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021



Calendar Year-to-Date



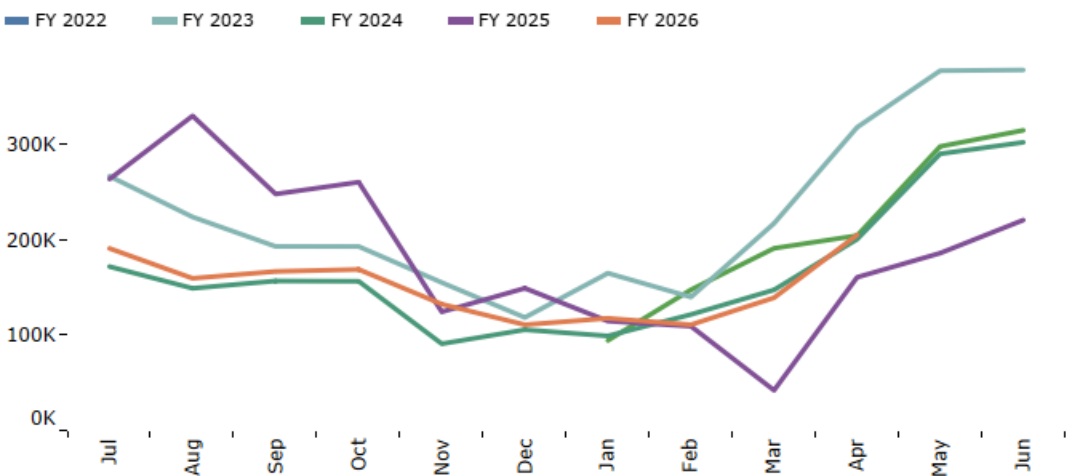
Calendar Year Visits to VisitMO.com by Month



Fiscal Year-to-Date



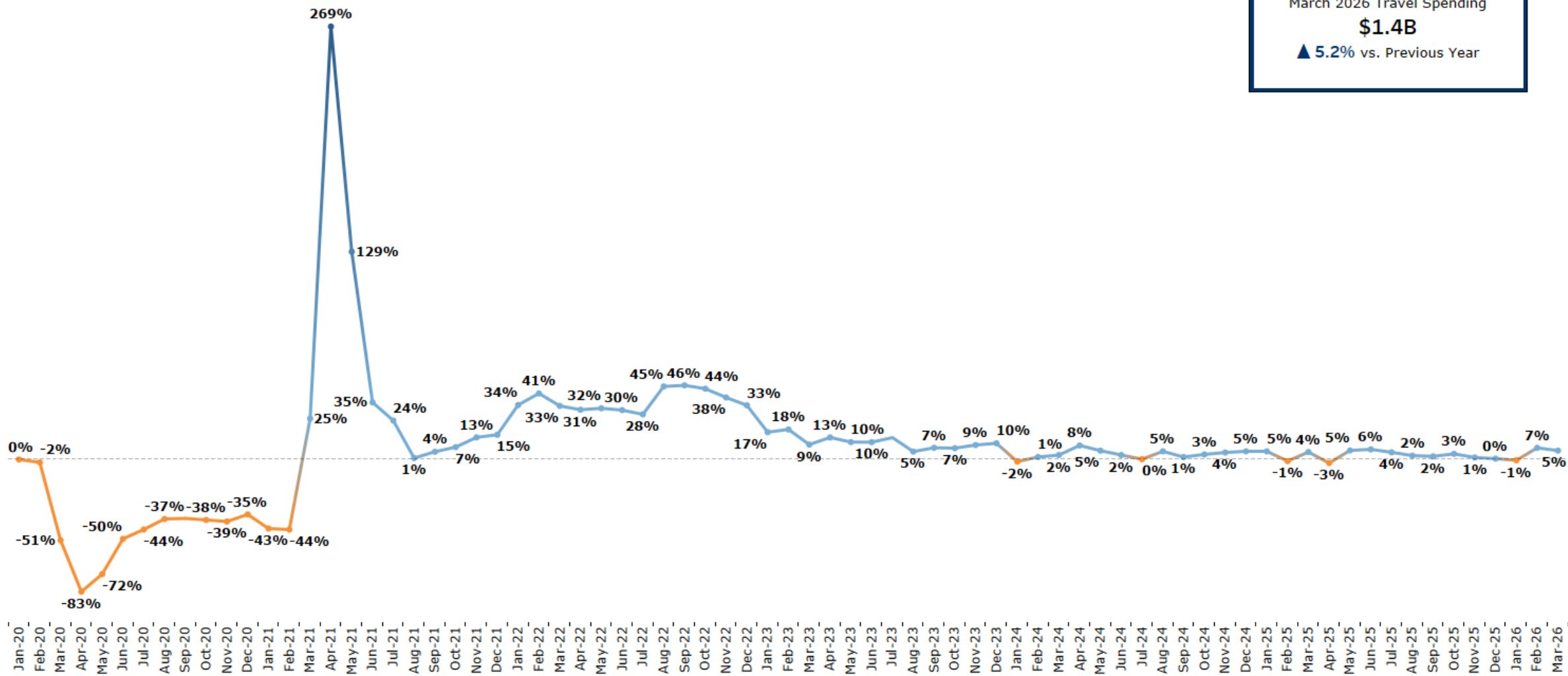
Fiscal Year Visits to VisitMO.com by Month



Travel Spending in Missouri

% Change from the same month in Previous Year

March 2026 Travel Spending
\$1.4B
▲ 5.2% vs. Previous Year





Travel Guide Fulfillment

Apr 2026
6.5K
▼ -5.3% vs. STLY

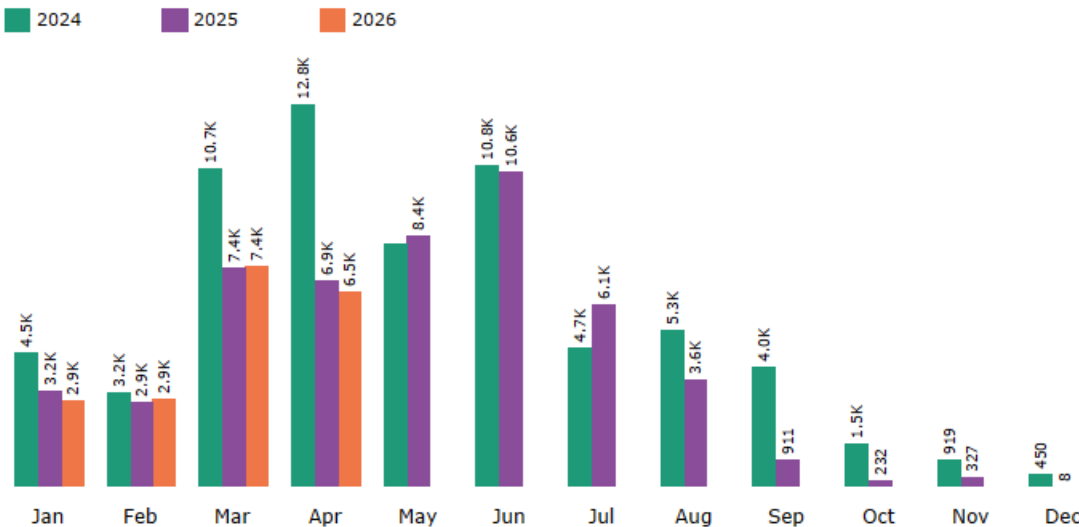
Jan-Apr 2026
19.8K
▼ -2.6% vs. STLY

Welcome Center Visits

Apr 2026
30.5K
▲ 10.7% vs. STLY

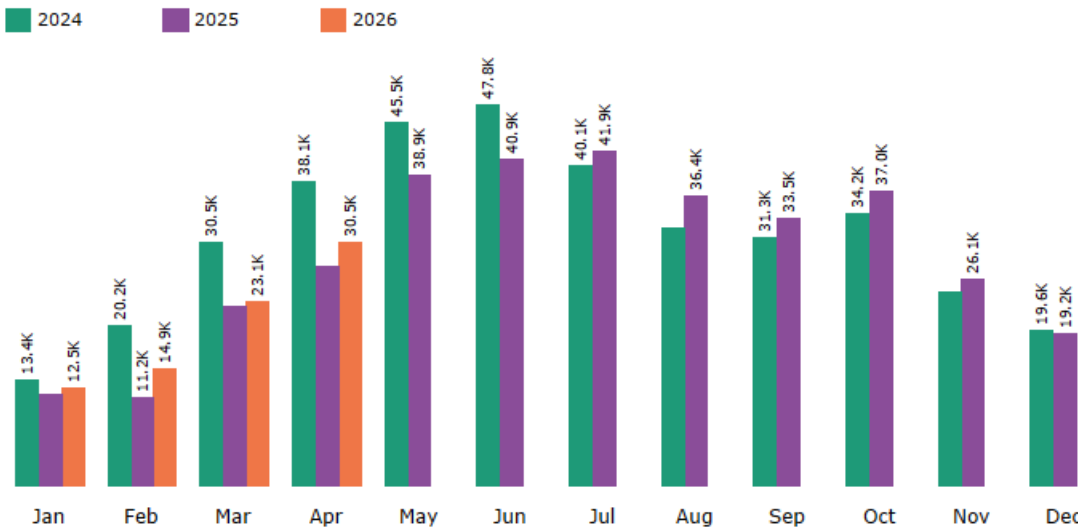
Jan-Apr 2026
80.9K
▲ 10.9% vs. STLY

Fulfillment of Travel Guide Orders from All Sources by Month

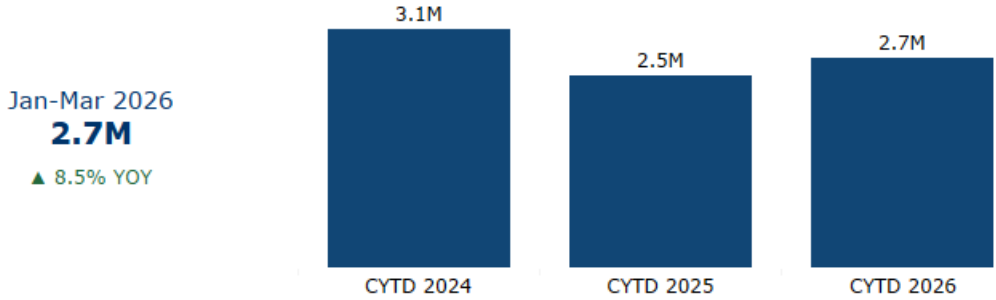


Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

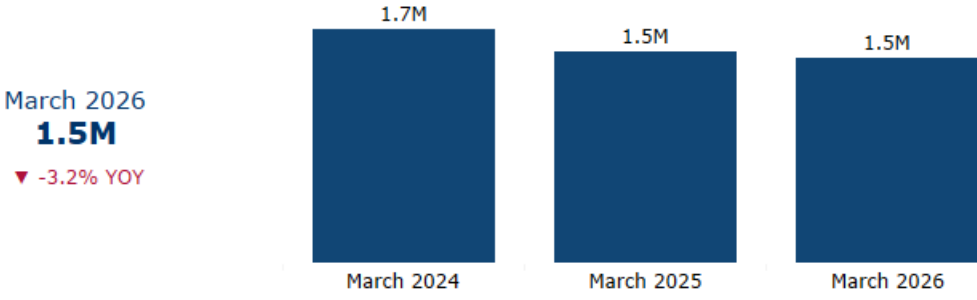
Welcome Center Visits by Month



Calendar Year-to-Date Visitation

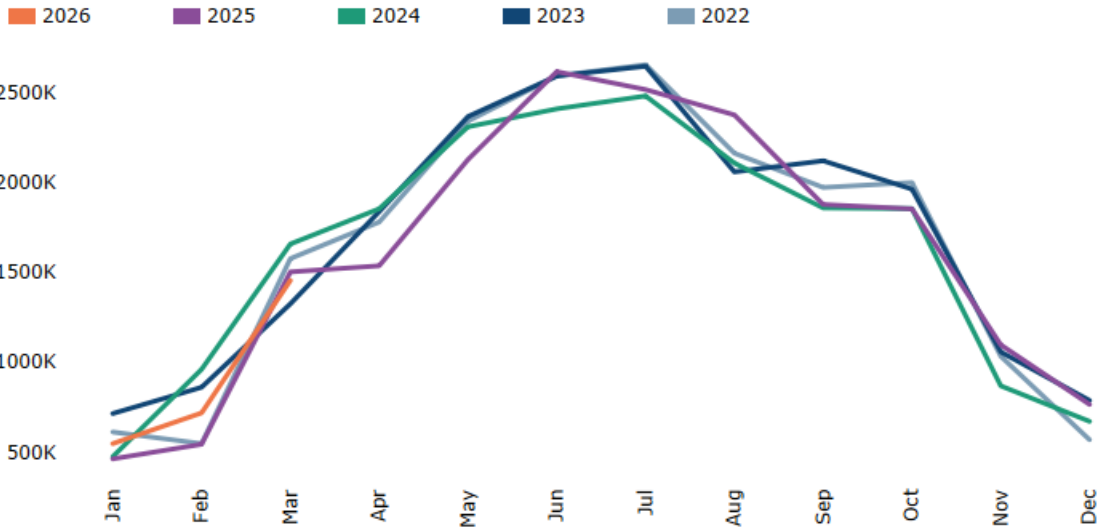


Monthly Visitation



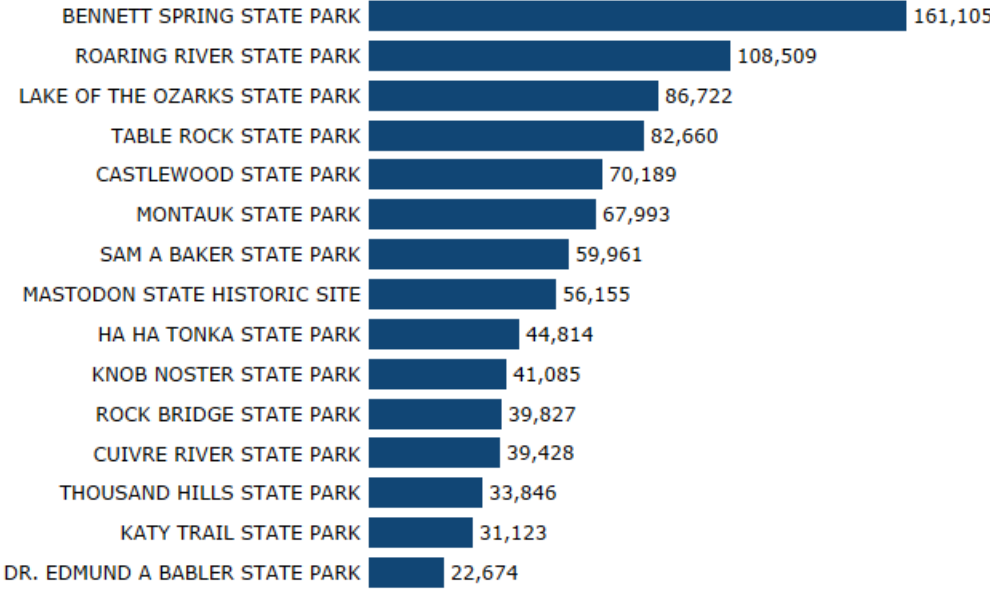
State Parks Visitors by Month

All Missouri State Parks



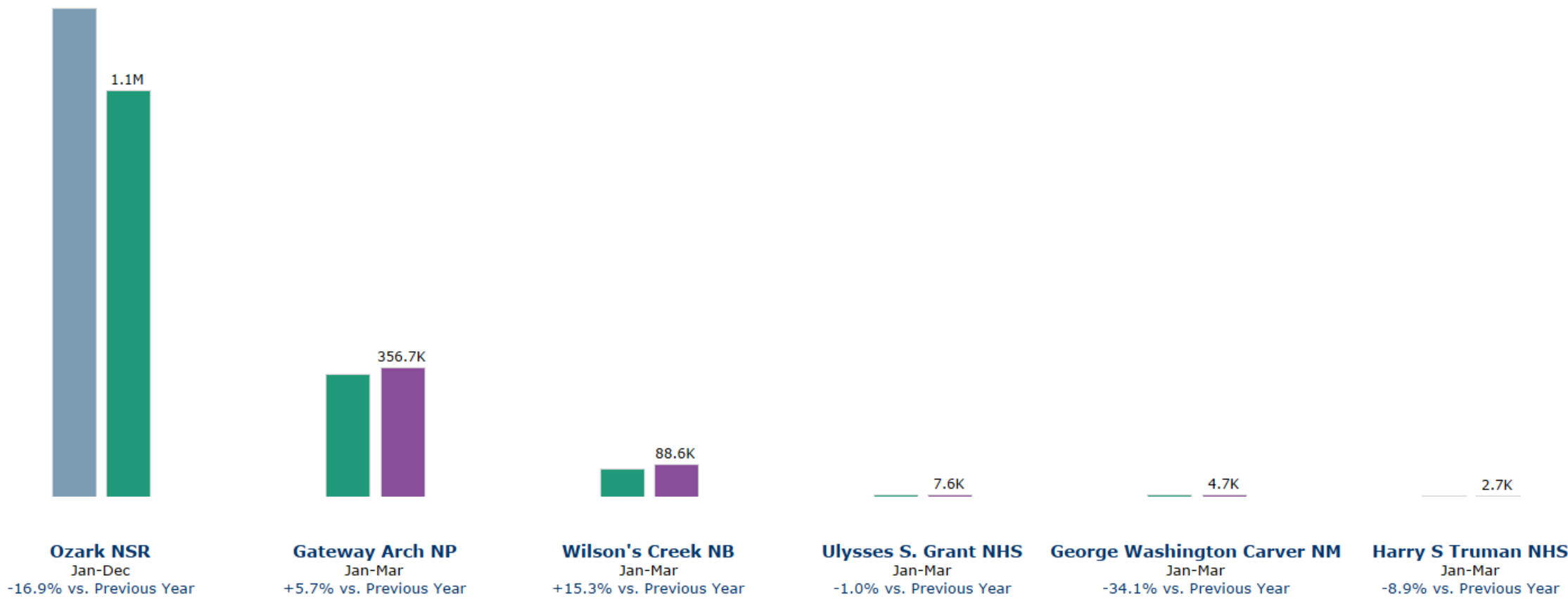
Note: Monthly state park data collection started in September 2019

Most Visited Missouri State Parks in March 2026



Attendance by Park

2024 2025 2026



Airport Throughput by State

March 2026

Month
March 2026

Primary State
Missouri

Comparison State 1
Illinois

Comparison State 2
Tennessee

Compare to
Previous Year

Report Type
Month



Missouri Throughput
March 2026 Month
1.1M

MOM
▲ 12.5%

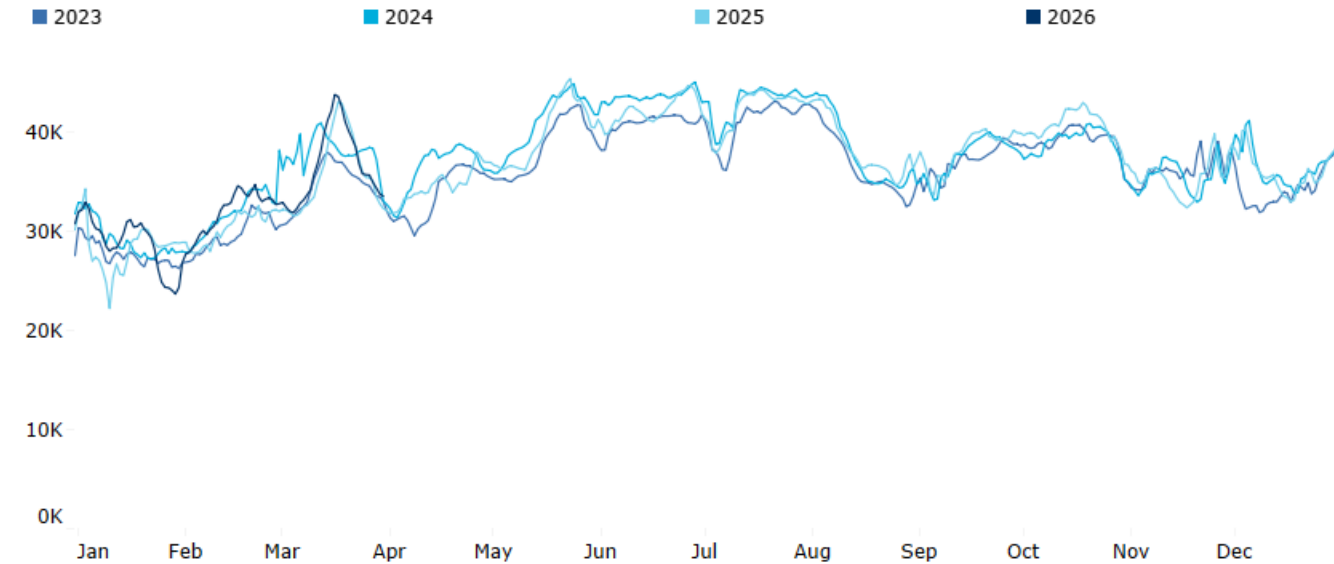
March 2026 YOY
▲ 2.4%

March 2026 vs. 2019
▲ 2.0%

Month vs. Previous Year
▲ 2.4%

Throughput: Missouri

7 day moving average trend



Source: TSA

Competitive Set Throughput

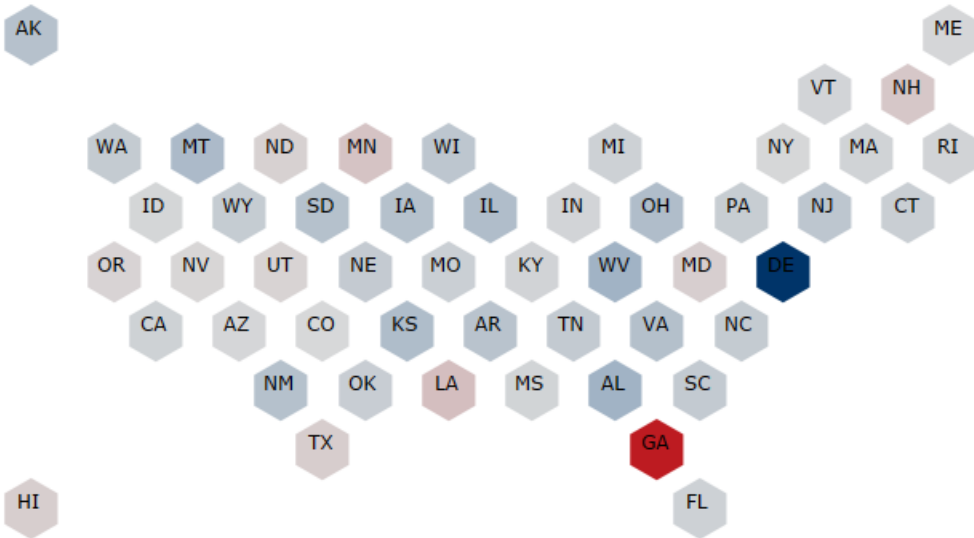
Last 6 months, vs the same months in 2025

	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
Missouri	+5%	+0%	-2%	+1%	+6%	+2%
Illinois	+5%	+0%	+3%	+4%	+6%	+6%
Tennessee	+8%	+3%	+2%	-1%	+5%	+3%
USA	+3%	+0%	+0%	+0%	+3%	+2%

Throughput by State of Departure

March 2026 Month vs the same time period in 2025 (Click to filter)

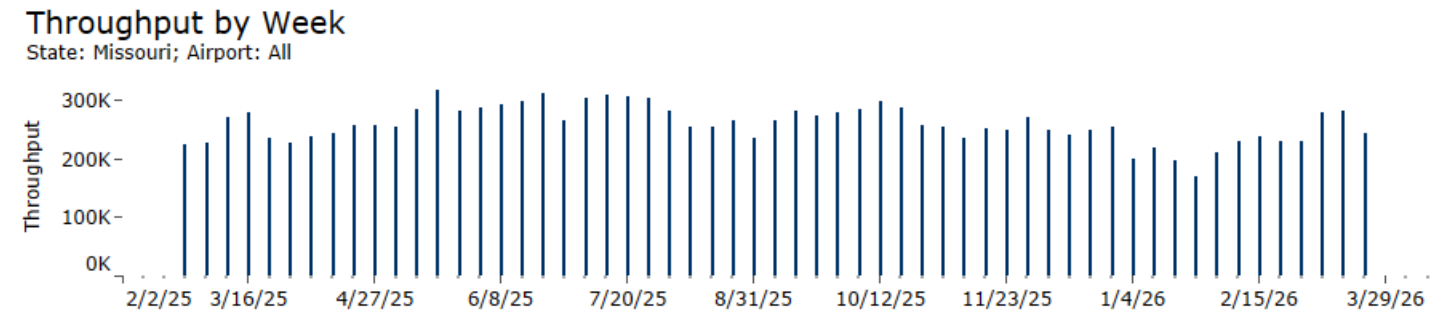
Throughput YOY
-50.0%  +50.0%



Missouri Throughput by Airport

March 2026

Month: March 2026
State: Missouri
Compare to: Previous Year
Report Type: Month
Airport: All



Missouri Airports

Throughput for the last 6 months, % change compared to 2025

	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26
All Airports	5%	0%	-2%	1%	6%	2%
St. Louis Lambert International	4%	2%	-2%	4%	6%	3%
Kansas City International	3%	-5%	-4%	-4%	4%	0%
Springfield-Branson National	15%	4%	4%	0%	7%	-2%
Columbia Regional	44%	52%	63%	72%	92%	73%
Joplin Regional	13%	-4%	-6%	-13%	3%	1%
Cape Girardeau Regional	-13%	-11%	26%	40%	65%	49%
Waynesville-St Robert Regional Forney Field	15%	3%	0%	10%	66%	25%
Kirkville Regional	-14%	-10%	-8%	-16%	3%	3%

